

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	Fikes, Andrew et al.	Art Unit:	3622
Serial No.:	10/808,993	Examiner:	Namrata Boveja
Filed:	March 24, 2004	Conf. No.:	9878
Title:	SYSTEM AND METHOD FOR PROVIDING ON-LINE USER-ASSISTED WEB-BASED ADVERTISING		

Mail Stop Amendment

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

AMENDMENT IN REPLY TO ACTION OF AUGUST 28, 2007

Please reconsider this application in light of the following:

Amendments to the claims set forth in the **Listing of Claims** beginning on page 2; and

Remarks beginning on page 7.